

Appl. Serial No. 10/038,674
Amendment Dated April 4, 2005
Reply to Office Action Mailed February 9, 2005

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

- 1 1. (Currently Amended) A method of displaying a commercial message on a display
2 device of a computer during a user waiting time, the method comprising:
3 selecting the commercial message from a non-volatile memory; and
4 displaying the selected commercial message on the display device during the user
5 waiting time, wherein the user waiting time includes waiting time associated with at least one of
6 the computer entering sleep mode, ~~the computer waking from sleep mode~~, a virus scan, and a
7 disk scan.
- 1 2. (Original) The method as in claim 1, wherein the commercial message comprises
2 an advertisement message.
- 1 3. (Original) The method as in claim 1, wherein the commercial message comprises
2 productivity enhancement tips for the computer.
- 1 4. (Original) The method as in claim 1, wherein the step of selecting the
2 commercial message further comprises the steps of:
3 tracking Internet information associated with the computer; and
4 choosing the commercial message to download to the non-volatile memory from a
5 website based on the Internet information.
- 1 5. – 8. (Cancelled)
- 1 9. (Original) The method as in claim 1, wherein the commercial message is
2 displayed for a duration according to a time weight assigned to the commercial message.
- 1 10. (Original) The method as in claim 1, wherein the commercial message is repeated
2 according to a frequency weight assigned to the commercial message.

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1 11. (Currently Amended) A computer system for displaying a commercial message,
2 comprising:
3 a display device;
4 a processor coupled to the display device; and
5 a memory coupled to the processor and containing code adapted to display the
6 commercial message on the display device during a user waiting time, wherein the user waiting
7 time includes waiting time associated with at least one of the computer system entering sleep
8 mode, ~~the computer system waking from sleep mode,~~ a virus scan, and a disk scan.

1 12. (Original) The computer system as in claim 11, wherein the memory comprises a
2 flash read-only memory (ROM).

1 13. (Original) The computer system as in claim 11, wherein the memory comprises a
2 hard drive.

1 14. (Original) The computer system as in claim 11, wherein the memory is updated
2 with the commercial message from the Internet when the computer is connected to a website.

1 15. (Original) The computer system as in claim 11, wherein the code comprises
2 Basic Input/Output System (BIOS) code.

1 16. (Original) The computer system as in claim 11, wherein the code comprises a
2 commercial messaging application.

1 17. (Original) The computer system as in claim 11, wherein displaying the
2 commercial message in the memory is selectively disabled.

1 18. (Original) The computer system as in claim 11, wherein deletion of the
2 commercial message in the memory is selectively enabled.

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1 19. (Original) The computer system as in claim 11, wherein display of the
2 commercial message is selectively disabled.

1 20. (Original) The computer system as in claim 11, wherein the commercial message
2 is selectively saved for future display on the display device.

1 21. (Original) The computer system as in claim 11, wherein the type of commercial
2 message is user selectable.

1 22. - 26. (Cancelled)

1 27. (Previously Presented) The method of claim 1, further comprising:
2 tracking user preferences; and
3 downloading additional commercial messages to the non-volatile memory that are
4 tailored to the user's interests based on the tracked user preferences.

1 28. (Previously Presented) The method of claim 1, further comprising:
2 determining whether the user is a premium user;
3 in response to determining that the user is a premium user, providing an option to
4 the user to disable display of the commercial message.

1 29. (Previously Presented) The method of claim 1, further comprising providing a
2 password to enable secure updating of the non-volatile memory with a password.

1 30. (Previously Presented) The method of claim 10, further comprising assigning the
2 frequency weight to the commercial message based on a revenue generating capacity of the
3 commercial message.

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1 31. (Previously Presented) The computer system of claim 11, wherein the memory is
2 further adapted to store a frequency weight to determine frequency of displaying the commercial
3 message, the frequency weight having a value assigned according to a revenue generating
4 capacity of the commercial message.

1 32. (Cancelled)

1 33. (Currently Amended) ~~The system of claim 32,~~ A system to display commercial
2 messages, comprising:

3 a display device;

4 a basic input/output system (BIOS) routine executable to display a first
5 commercial message on the display device during a boot-up period;

6 an operating system; and

7 an application executable, after loading and execution of the operating system, to
8 display a second commercial message on the display device during a user wait period,

9 wherein the user wait period includes a wait period associated with at least one of
10 the system going into sleep mode, ~~the system exiting sleep mode,~~ a virus scan, a file download,
11 and a disk scan.

1 34. (Previously Presented) The system of claim ~~[[32]]~~ 33, further comprising a
2 memory to store a frequency weight to determine frequency of display of the second commercial
3 message, the frequency weight having a value assigned according to a revenue generating
4 capacity of the second commercial message.